

OUTREACH GUIDE



How to Ask for Donations & Sponsorships Best Practices

As a JustServe Club, you represent service in your community. Local businesses often want to support students who are making a difference. Here's how to prepare and confidently ask for sponsorships, donations, or in-kind support.

Before contacting organizations:

- Do Your Homework – Research sponsors that align with your project.
- Develop a Clear Purpose – Explain your club, the project, and who benefits.
- Create Simple Materials – Bring a flyer/letter with your mission and details.
- Practice the Ask – Role-play so everyone feels comfortable.
- Show Professionalism – Dress neatly, smile, thank them even if they say no.
- Offer Value – Explain how support will be recognized.
- Provide Options – Suggest levels of giving or supplies.
- Be Ready – Know your budget, timeline, and how donations will be used.
- Follow-Up – Send thank-you notes or photos.
- Go as a Team – Visit in small groups with clear roles.



In Person Prompt:

Greeting & Introduction

"Hi, my name is [Name], and I'm part of [School]'s JustServe Club. Thanks for taking a minute to talk with us."

Explain Your Club & Project

"Our club does service projects to help [who benefits]. Right now, we're working on [specific project]."

Make the Ask

"We're hoping local businesses might sponsor us. A donation of [specific amount/item] would help us reach our goal of [impact]."

Show Value to Sponsor

"We'd be glad to thank your business on our social media and flyers so the community knows you're a supporter."

Close with Gratitude

"Would you be open to supporting us? Thank you for considering—it means a lot."



Phone/Email Prompt:

Subject Line: Local Students Seeking Support for [Project Name]

Hello [Business Name/Manager],

My name is [Name], and I'm part of the JustServe Club at [School]. Our club does projects to serve the community, and we're currently working on [specific project].

We're reaching out to ask if you'd consider supporting us. A donation of [specific amount/item] would help us [impact]. We'd be glad to thank your business publicly in our project updates.

Thank you so much for your time and for considering supporting students making a difference in our community. I'd be happy to provide more details or stop by in person if that's easier.

Sincerely,

[Your Name & Club Contact Info]

**Tip: practice with a partner. Smile, speak clearly, and bring your flyer.
Even if they say no, thank them, they may say yes next time.**